CLAIMS: *The following is a listing of all claims in the application with their status and the text for all active claims.*

1. **(ORIGINAL)** A multifunctional hot spot apparatus comprising: A set of processed or readable instructions storable on a retaining medium; At least one hot spot defined by any communication with said instructions and having a means for performing at least one of a plurality of predetermined functions, said hot spots being accessible from a globally accessible network; Means, defined by said instructions, for selecting and activating at least one of said predetermined functions.

2. **(ORIGINAL)** An apparatus as recited in claim 1, further comprising: Means for identifying said hot spots.

3. **(ORIGINAL)** An apparatus as recited in claim 1, said predetermined functions comprising: Means for identifying items available on a website for purchase.

4. **(ORIGINAL)** An apparatus as recited in claim 1, said predetermined functions comprising: Means for conducting an auction and receiving bids for the purchase of identified items.

5. **(ORIGINAL)** An apparatus as recited in claim 1, said predetermined functions comprising: Means for linking to at least one predetermine URL address when said hot spot is activated.

6. (ORIGINAL) An apparatus as recited in claim 1, further comprising a means for storing and retrieving digital media, said digital media having at least one said hot spot defined therein.

7. (ORIGINAL) An apparatus as recited in claim 1, wherein said predetermined functions comprises: Means for calling a predetermined phone number when said hot spot is activated.

8. (CURRENTLY AMENDED) An apparatus as recited in claim 1, further comprising a means for accessing and activating digital media when said hot spot is activated.

9. (CURRENTLY AMENDED) An apparatus as recited in claim 1, wherein said predetermined functions comprises: A means for communicating with a web site user with a digital media file having at least one said hot spot.

10. (ORIGINAL) An apparatus as recited in claim 1, wherein said predetermined functions comprise: A voice recognition means for activating at least one of said predetermined functions based on the sound of the user's voice.

11. (ORIGINAL) An apparatus as recited in claim 1, wherein said hot spots reside on and are accessible from a digital video file.

12. (ORIGINAL) An apparatus as identified in claim 1, wherein said hot spot resides in and is accessible from an audio digital file.

13. **(ORIGINAL)** An apparatus as recited in claim 1, wherein said hot spot resides in and is accessible from a digital media file.

14. **(ORIGINAL)** An apparatus as recited in claim 1, wherein said means for selecting and activating comprises: A menu of identifiers in communication with said functions for identifying and providing access to said functions; Said identifiers each corresponding to and being in communication with at least one of said predetermined functions, said identifiers having a means for activating a function when a corresponding identifier is activated.

15. **(ORIGINAL)** An apparatus as recited in claim 1, wherein said predetermined functions comprise: At least one globally accessible address that is accessible through a globally accessible network when said corresponding identifier is selected.

16. **(ORIGINAL)** As recited in claim 1, when said means for selecting and activating comprises: At least one predetermined parameter that activates a corresponding function from said plurality of functions when said parameter is satisfied.

17. **(ORIGINAL)** An apparatus as recited in claim 16, wherein said at least one predetermined parameter comprises the reaching of a predetermined segment of a digital media file.

18. **(ORIGINAL)** An apparatus as recited in claim 17, further comprising a means for overwriting said parameter when a user selects at least one of said plurality of predetermined functions.

19. **(ORIGINAL)** An apparatus as recited in claim 1, further comprising: Means for adding at least one additional function to a predetermined hot spot.

20. **(ORIGINAL)** A software apparatus for use on a globally accessible website, comprising: A set of processed readable instructions stored on a tangible medium for creating and controlling at least one pre-identified hot spot, said hot spot having a plurality of predetermined functions: Said functions dictating the action taken by said hot spots when activated, said functions having means for accessing predetermined locations that are accessible from a globally accessible network; Means for selecting and activating at least one function from said plurality of functions based on predetermined parameters, at least one of said predetermined parameters comprising a user originated input that selects and activates at least one function from said plurality of functions when said hot spot is activated.